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25TH ANNIVERSARY

SHIPPING MANAGEMENT



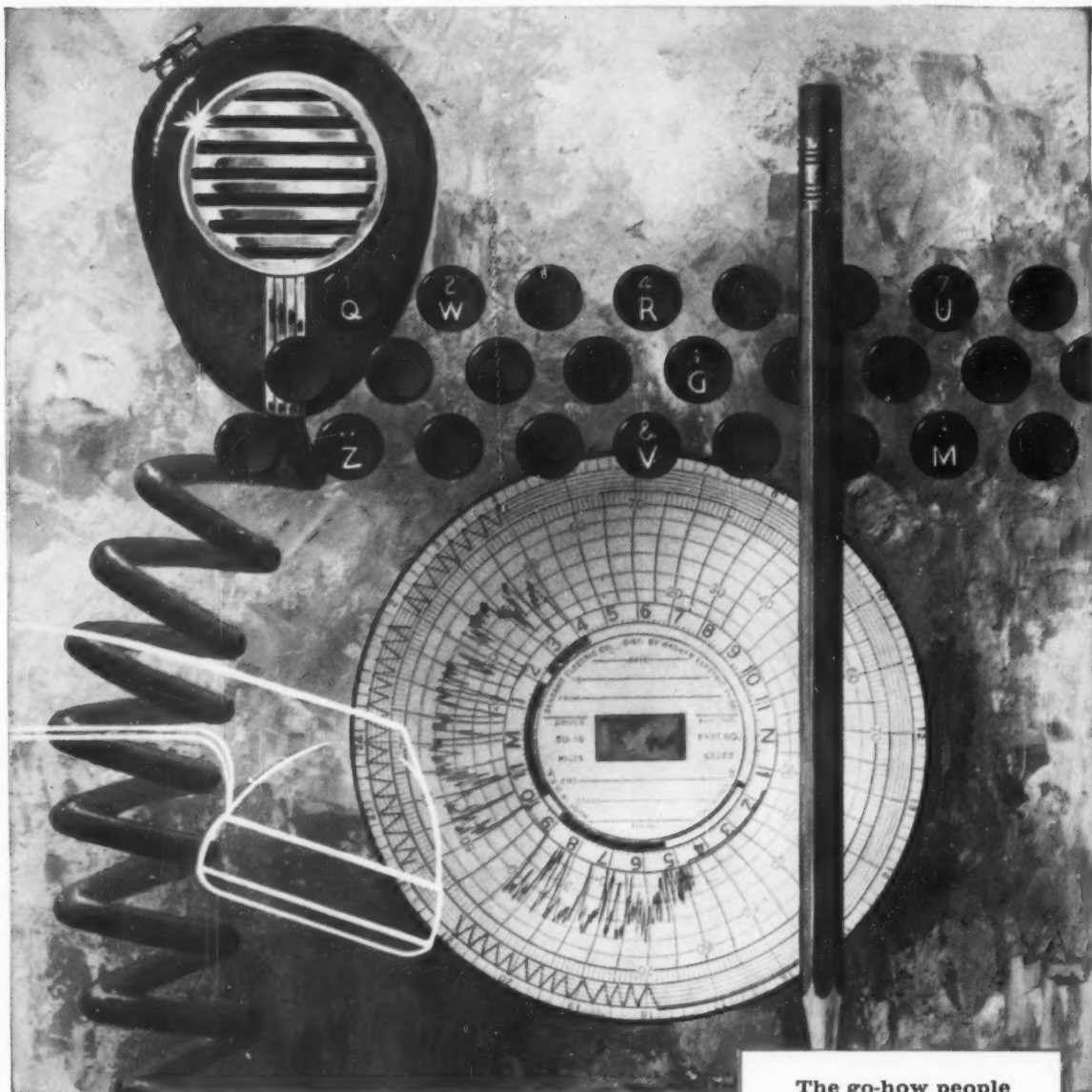
AN INDEPENDENT PUBLICATION WRITTEN FOR HI-WAY AND AIR CARGO SHIPPERS



FEBRUARY, 1961

- ★ *Air freight whisks "rush" State Department gift to Chad . . . P. 8*
- ★ *How Emerson Radio shields missile components from damage . . P. 15*
- ★ *"Shipper comes first" approach spurs truck line's growth . . P. 22*
- ★ *Asphalt lends new pop, safety to highway transportation . . . P. 16*

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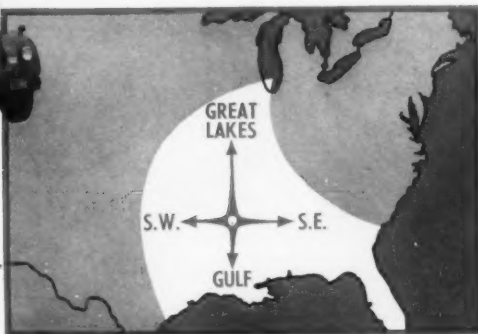
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February, 1961

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NEWS you can use

rubber containers slice GE's handling costs by \$20,000 +

Handling resins in bulk with collapsible containers has saved the General Electric Company approximately \$20,000 over a two-year period.

Two years ago, GE turned to bulk handling of polyvinyl chloride—used by its wire and cable department—at the company's Bridgeport (Conn.) plant. The vinyl arrives in large rubber containers known as *Sealbins*. Manufacturer: The United States Rubber Company. Taken off the truck by fork lift, it's emptied directly into the hopper. The empty bags are then collapsed and returned to the vendor.

Previously, the vinyl arrived in paper bags. These were laboriously unloaded by hand and stored inside the plant. Handling waste ran at a rate as high as 3%.

The new system makes for faster unloading; eliminates materials waste; and reduces manpower. In addition, it enables the GE plant to save ¼¢ per pound on its vinyl. Reason? It is now buying in bulk. All of these savings, GE officials report, add up to about \$10,000 annually.



ABCs of efficient distribution on parade at upcoming meetings

On tap during February and March: a number of stimulating & informative conclaves for traffic-transportation executives. Key sessions include:

Feb. 2-4—Material Handling Short Course, Georgia Institute of Technology & American Material Handling Society, Atlanta, Georgia.

Feb. 19-25—American Trucking Associations, Industrial Relations Committee Meeting, Miami Beach, Florida.

Feb. 22-24—Materials Handling Institute, Pacific Coast Show, San Francisco, California.

Feb. 23-24—National Wooden Box Association 62nd Annual Meeting, Boca Raton, Florida.

Feb. 27-Mar. 3—University of Kansas, Extension Center, 4th Annual Midwest Work Course on Materials Handling Analysis, Kansas City, Kansas.

Mar. 20-22—Folding Paper Box Association of America, Annual Meeting, Chicago, Illinois.

Mar. 20-31—Industrial Packaging Short Course, Purdue University Campus, Lafayette, Indiana.



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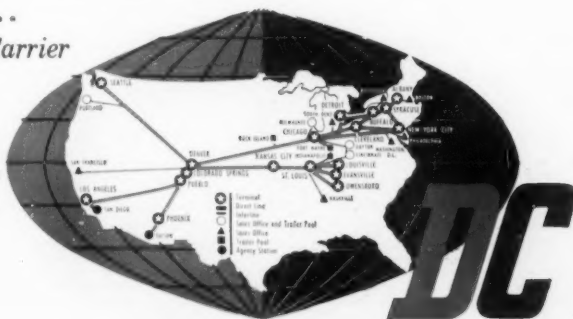
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February, 1961

SHIPPING MANAGEMENT

FEBRUARY, 1961
VOLUME 26 • NUMBER 2

IN THIS ISSUE . . .

COMBINED WITH

Highway shipping progress: 1936-1961

7

A SHIPPING MANAGEMENT 25th Anniversary feature.

Air freight whisks "rush" U.S. State Department independence gift to African Republic of Chad

8

Shipment: an Independence Day gift from the U.S. State Department to the spanking-new Republic of the Chad. Needed: lightning-fast delivery, supersafe handling. Obstacle: distance. The State Department's solution: air freight.

Down-to-earth packaging shields Emerson Radio's space-bound missile components from damage

15

Safeguarding delicate and costly missile parts from in transit damage is no problem for the alert Emerson Radio and Phonograph Company. Its units receive maximum protection at an amazingly low cost—thanks to an effective packaging procedure and the use of triple-wall corrugated.

How asphalt lends sinew to U.S. highways, added pep and safety to motor freight

16

Trucking speed, dependability, and safety are getting a big assist these days from asphalt. Durable, economical, and easy to maintain, asphalt is proving itself to be more than worthy of its reputation as a highway "work-horse."

Traffic Profile: James W. Ramsey, Jr., General Manager of Traffic, United States Steel Corp.

20


The U.S. Steel Corporation is an industrial giant. Keeping its traffic operations humming calls for real ability and know-how. Mr. Ramsey has both in abundance. Result? A tip-top distribution setup.

"Shipper comes first" approach pays big dividends for Goliath motor freight carrier and its clients

22

Twenty-five years ago last month, SHIPPING MANAGEMENT made its debut. At about the same time, one of the nation's foremost truck lines was just beginning to move into high gear. Its key concept? Service. Its reward? A top slot in motor freight today.

News You Can Use	2, 28	Dateline: World	26
Via Motor Carrier	9	Air Cargo News	27
Motor Carrier Dicta	12	Intimate Notes	30
What's New In P'kg	17	Helps	31
Traffic Profile	20	Traffic News	33
New Products & Methods	21	As We Go To Press	35



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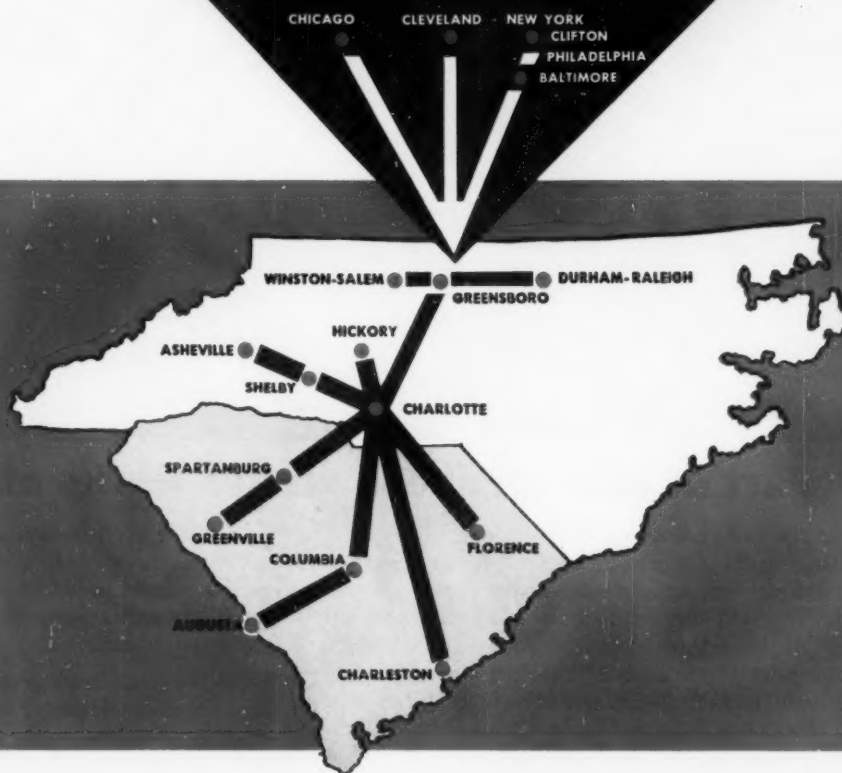
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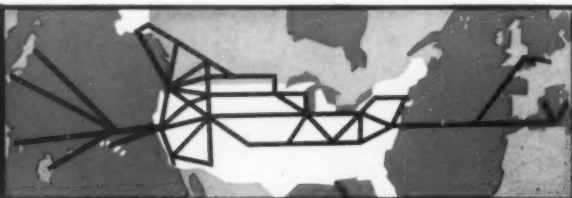
Part of your business always works after hours

After the sun goes down, CF terminals glow with the headlights of trucks moving out for next morning delivery of freight to nearby communities. Such overnight service is an essential part of thousands of American businesses, large and small. That's why Consolidated Freightways gears its terminals, pick-up fleets, and schedules to the job only trucks can do so well—short haul distribution. The CF system is also ideally suited for dependable motor freight service *between* key distribution centers with our famous Daysaver thru-schedules.

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SHIPPING MANAGEMENT

FEBRUARY, 1961 • VOL. 26 • NO. 2

Editorial

Highway shipping progress: 1936-1961

No mode of transportation has grown faster during the 25 years SHIPPING MANAGEMENT has been published than motor freight.

Back in 1936, when SHIPPING MANAGEMENT made its debut, highway shipping was just beginning its startling metamorphosis under the Motor Carrier Act of 1935. Officially recognizing the importance of trucking to the nation's economy, for the first time, the Act paved the way for the speed, service, and dependability with which 1961's highway shipper is so familiar.

Under Part II of the Interstate Commerce Commission Act, the industry's transition to regulation proceeded at a brisk pace. A disorganized—almost chaotic, at times—form of transportation gained a new stability. The “inherent advantages of trucking” were outlined and guaranteed. And for-hire truckers were given a new pattern of economic regulation under which to operate and advance.

Result? The trucking industry was off and running—surging forward to become America's #1 form of surface shipping in just a quarter of a century.

Reported SHIPPING MANAGEMENT in 1936, with motor freight in its first year under regulation: “There are currently some 3.5 million trucks in use around the nation.” Today: 11 million-plus.

Trucks hauled less than 30 billion ton-miles of freight in '36. Total ton-miles presently being transported: close to 300 billion ton-miles. What's more, the total tonnage carried by motor freight today amounts to well over 42% of the national total and upwards of 50% of the national total in value of service.

And that isn't the whole motor freight picture by any means! Common and contract highway carriers are currently

moving an estimated 95 billion ton-miles of freight from point-to-point around the U.S.—with common carriers accounting for almost all of this figure.

Other indications of highway shipping's phenomenal progress from 1936 to the present:

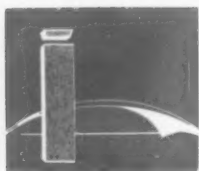
* While no figure is available for workers employed directly or indirectly by motor freight in '36, today more than 7 million persons are employed in truck transportation.

* Federal, state, and local excise taxes cost the highway freight hauling industry about \$400 million in '36; in '60, well over \$2.5 billion.

* No official figures are available for the number of truck-trailers and tractors operated by truckers in '36. But today's figure is a staggering one—over 600,000 tractors and well over 1 million truck-trailers.

All through the past quarter of a century, SHIPPING MANAGEMENT has faithfully recorded every gain registered by trucking. More important, SHIPPING MANAGEMENT has attempted to analyze and explain the ABCs of motor freight and present down-to-earth material on using highway shipping efficiently to its readers.

The next 25 years should be a period of new and fantastic strides forward for trucking. And, as it has done in the past, SHIPPING MANAGEMENT will continue to keep shippers abreast of the latest developments in highway hauling and the ways in which they may utilize these developments to the best advantage.



Air freight whisks "rush" U.S. State Department independence gift to Republic of the Chad



Africa today is a Cold War "hot spot." Maintaining cordial relations with the continent's newly independent nations, consequently, is a top priority U.S. State Department responsibility.

Carrying out its assignment, however, often poses some king-sized problems for the department. Example: a recent Independence Day gift to the Republic of the Chad. Usually, when a new and friendly country is born, the event rates Washington's formal congratulations and a gift. Last July, Chad won its independence. The State Department officially saluted it. Yet, because the Chad's independence celebration was to be deferred, no gift was sent.

There the matter rested for several months. Then, in December, a date was set for the celebration. Alerted, the State Department moved like lightning to get

its gift to the fledgling republic in time.

An exact reproduction of an exquisite silver bowl, originally created by patriot-silversmith-famed horseman Paul Revere, was purchased. (The original reportedly is in the possession of the Gorham Silver Company, which is said to have bought the piece from a Boston museum for \$50,000.)

Dimensions: height, 7½ inches; weight, five pounds; width across the top, 14 inches. Inscription: *His Excellency, Francois Tombalbaye, President of the Republic of Chad, on the celebration of the independence of the Republic of Chad, from Dwight D. Eisenhower, President of the United States of America.*

Keystone of the State Department's split-second timetable to transport the bowl from the U.S. to the Chad was air freight. For one thing, only sky cargo

could move the gift to Africa in a hurry. And, for another, the delicate Paul Revere replica had to have the safest and smoothest handling and hauling available on its long trans-Atlantic hop.

On both counts, sky shipping ranked highest.

Now the wheels began to turn. On December 30, the gift—transported by Northeast Airlines—arrived at New York International Airport. Shifted to Air France's cargo area, it was then placed aboard a Boeing 707 Intercontinental jet bound for Paris. At 7:00 PM, the bowl was airborne. Precisely at 8:00 AM the next day, it arrived in the French capital.

A short layover and America's gift to the new African republic was airborne again. Last stop: Brazzaville, where it was turned over to a State Department representative.

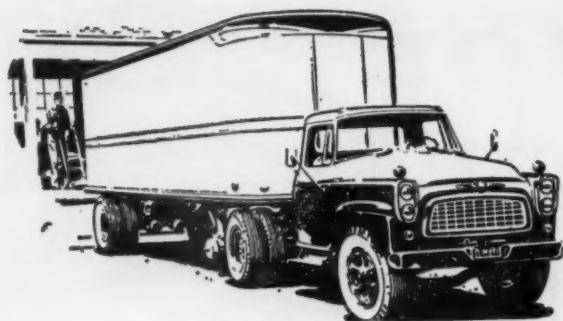
On January 11, acting in the name of President Eisenhower, U.S. Ambassador W. Wendell Blancke presented Washington's Independence Day gift to His Excellency Francois Tombalbaye, president of the Chad.

As it had done during the Berlin Blockade, the Korean War, and the current UN action in the Congo, sky shipping had again played a vital role in underscoring America's interest in freedom loving people around the globe and its dedication to international amity, understanding, and peace.

ON OUR COVER

Left: one of the McLean Trucking Company's power-packed over-the-highway vehicles moves out on a long haul. Right: going aboard an Air France jet is the silver bowl, a reproduction of one made by Paul Revere, described in the feature on this page. Shipping the bowl: the U.S. State Department. Consignee: Africa's Chad.





VIA MOTOR CARRIER

The Interstate Commerce Commission has OK'd a purchase and merger application made recently by Garrett Freightlines, Incorporated; Inland Motor Freight; and Northwest Freight Lines, Incorporated.

Reports Clarence A. Garrett, president, Garrett Freightlines: "Our company has been authorized to purchase Inland (GHQ: Spokane, Washington) and effect the merger of a third carrier, Northwest Freight Lines of Billings, Montana."

Under the "triple-play" arrangement, Garrett will be the parent firm. Principal office: Pocatello, Idaho.

The new authority, when combined with Garrett's present routes, will "provide the most complete single-carrier service available in the West. It will provide direct service from four major West Coast ports—Los Angeles, San Francisco, Portland, and Seattle—to key centers in 13 Western and Midwestern states. This will place Garrett in a position to provide direct freight service between virtually all major western cities, through three transcontinental gateways—St. Paul (Minn.); Denver; and Albuquerque."

Chalk up another big gain for containerization! National Van Lines, Incorporated, has initiated regular containerized service for household goods shipments. Keystone of the operation: 8'x7'x6-1/2' containers, holding three rooms of personal possessions. Highway equipment: 40-foot flatbed trailers, accommodating six Family-Pak containers.

Being rushed to completion by Consolidated Freightways is a massive system-wide fleet modernization and replacement program. To date, reports CF President William G. White, nearly 2,000 equipment units of various types have been placed in service.

Launched late in 1959, the program encompasses the carrier's dry freight and reefer service, currently serving major markets in 32 states, including Alaska and Hawaii; its bulk commodity operations; its city pickup and delivery service; and the operations of Canadian Freightways, a CF subsidiary servicing five provinces and Canada's Yukon Territory.

"Good, clean equipment in good repair is essential to expeditious service for our customers," says Mr. White. "It has been our goal, in our fleet modernization program, to provide the shipper with the best in general and specialized equipment that will suit every conceivable need."

Basically, the bulk of CF's expenditure has been for intercity equipment. More than 200 power units have been placed in the fleet—including 13 turnpike cruisers for double-bottom service on Eastern turnpikes. The intercity power units also include 164 long and short wheelbase sleeper diesel tractors, plus several gasoline tractors and tank trucks.

Along with power, nearly 1000 new over-the-road trailers have been replaced. They include dry vans; reefers; flatbeds with side racks; open-top vans; hoppers; tankers; lowbeds; and a number of specialized trailers. Lengths vary from 27 to 34 to 40 feet.

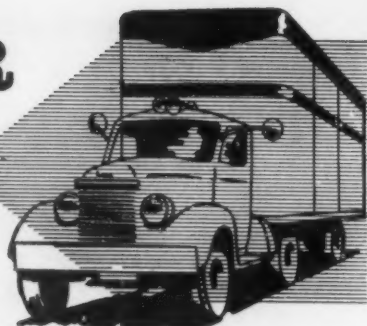
More than 200 refrigeration units, mostly Transicolds, have likewise been purchased for CF's reefer service for fresh and frozen foods and for other specialized temperature-controlled hauls.

Purchased for within-city service: 153 trucks; 105 tractors; and 168 trailers.

In addition, CF has added a variety of miscellaneous equipment. Included: forklifts; service cars; rubber tanks; dromedary boxes; dollies; and other efficiency-building operating components.



VIA MOTOR CARRIER



A completely new service program for metropolitan New York City shippers has been announced by the Midwest Freight Forwarding Company, Incorporated.

According to Charles S. Reardon, executive vice president and general manager of Midwest, a pioneer motor freight common carrier offering direct service between Chicago and New York City, New Jersey, and Connecticut, the line always specialized in personalized freight service. Now, however, Midwest's new New York City service and sales organization will expand this function substantially.

Named to head the New York sales and service unit: Jack R. Seifert. He will be assisted by five special service representatives, devoting their full time to service Midwest shippers. All are experts in the motor freight field, with extensive knowledge and background in freight rates; tracing; interline arrangements; special handling; scheduling shipments; and other related matters.

Midwest specializes in LTL service. Some 78% of all company shipments are under 10,000 pounds. The carrier can guarantee any New York area shipper that his freight will be on its way to Chicago the same evening of the day of pickup.

An emergency second morning service is also maintained between New York City and Chicago. Location of Midwest's Hoboken, (N. J.) terminal: 111 Marshall Street.

Midwest, Mr. Seifert emphasizes, also offers outstanding interline service with highly responsible carriers. The carrier provides through trailer service to intermediate Rocky Mountain points and on to California. "When a trailer reaches Chicago its cargo is not unloaded and reloaded on another trailer. Instead, the entire trailer is turned over to another carrier for direct trafficking to its final destination."

In the works: a merger of Durrett Transfer, Incorporated, into the Johnson Freight Lines Company system. In a joint statement, A. E. Greene, Jr., president of Johnson Freight Lines, and Forrest M. Durrett, president of Durrett Transfer, have announced that an application requesting authority for the merger has been filed with the Interstate Commerce Commission.

An OK from the ICC will pave the way for the combining of the facilities, personnel, and equipment of two of the oldest existing highway carriers in the South. Johnson's GHQ is located in Nashville; Durrett's, in Springfield, Tennessee.

Mr. Durrett began operations in 1941, with one truck and one driver, after purchasing operating authority between Springfield and Nashville. In the intervening years, his company has extended its operations into several points in Kentucky and Evansville, Indiana. It presently maintains terminal facilities at Nashville; Springfield; Owensboro, Kentucky; and Evansville.

Johnson Freight Lines, meanwhile, was founded in 1928 by Sutton O. Johnson. Its name at that time: Johnson Transfer and Freight Line. The company has shown a steady growth over the years. At the present time, it operates terminals in Atlanta; Dalton, Georgia; Chattanooga; Nashville; Louisville; and Cincinnati.

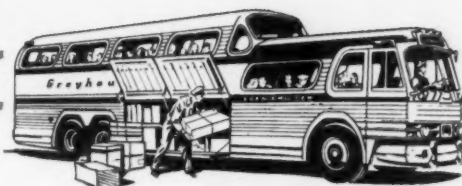
In 1958 the company was purchased by A. Ewing Greene, Jr., then Vice President of Common Carriers with the Ryder System in Florida, and H. F. Wulf of Clearwater Beach, Florida. With this change in management, Johnson has accelerated its growth and presently employs 250 people, operating a fleet of 270 pieces of equipment.

The current merger plan calls for Mr. Durrett to assume the position of executive vice president in the combined operation. Facilities of the two companies at Nashville will be combined, creating a new direct service between the points now served by Durrett, and Atlanta & Chattanooga. The name of Johnson Freight Lines Company will be retained. Durrett Transfer will be dropped upon completion of the merger.

In commenting on the plan to merge their companies, Mr. Greene and Mr. Durrett are optimistic about the benefits to be derived from combining their operations. They observe that a stronger organization, from the standpoint of finances and management, will result, thereby benefiting their employees and creating greater opportunities for growth.

The shipping public will benefit through the elimination of duplicate freight handling at Nashville, where LTL traffic moving between the two lines is now rehandled.

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February, 1961



MOTOR CARRIER DICTA



BY DAVID AXELROD

lease of operating rights

Lessee and lessor sought approval by the Commission of a lease by lessee of certain operating rights of the lessor for a period of five years. Under the

agreement, the lessee would have the option to purchase the rights.

The Commission held that, as a general rule, long term leases are undesirable. Therefore, they should not be permitted. This is, so it stated, for the reason that such leases are designed primarily to bring profit to the lessor through rental payments for the use of operating authority, which was granted in the first instance so that the holder might render service to the public.

If the holder does not desire to render the authorized service any longer, it should permanently divest itself of the operating authority through sale, revocation.

The Commission acknowledged that it has, on occasion, sanctioned short term leases for experimental purposes only, prior to the submission to it by the parties of a proposal for purchase.

In view of this policy, the five-year lease submitted by the parties was not approved. However, the parties were granted leave to submit a revised proposal involving the purchase of the operating authority.



spect a vehicle furnished by the carrier simply because such an inspection would have disclosed that the vehicle was unsuitable.

With the possible exception of a situation where the nature or condition of the vehicle is so open and obvious as to be apparent to anyone in the shipper's position, the shipper will not be charged with notice in the absence of actual knowledge.

After the above summary of the applicable principles of law, the court found that the commodity shipped required a trailer with vents. Such a trailer, however, was not supplied.

In holding for the shipper, the court stated that if the initial carrier negligently furnishes an unsuitable vehicle, it is liable for the resulting damage, even though the damage may occur while the vehicle is on the line of a connecting carrier.

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suitable equipment

A shipper brought suit in a state court against an originating motor carrier, alleging that the commodity shipped had been damaged because the carrier did not furnish proper equipment to transport it.

The court held that in the absence of a contract or other special circumstances giving rise to the duty, the shipper is under no obligation to in-

limitation of liability


A shipper declared in his bill of lading that the value of shipment was not more than \$50. In time, he filed suit to recover what he claimed to be the full value of the merchandise shipped, which was some seven times more than the value stated in the bill of lading.

It was agreed by both parties to the litigation that a provision limiting the liability of a common carrier engaged in interstate commerce to a declared sum which is less than the value of the shipment is valid only if the shipper receives the benefit of a lower freight rate in return for the limitation of liability.


The court found that the carrier had assessed a minimum charge and not the applicable class or commodity rate. Therefore, in this instance, it could not effectively limit its liability. The class or commodity rates were considerably lower.

Lima, Peru—Opened recently: the new Lima-Callao International Airport, one of the most modern in Peru. The air center's large temporary passenger terminal building will shortly be converted to cargo processing and handling. Lima-Tambo Airport, the Peruvian capital's other airport, will be utilized for piston-engine aircraft until Lima-Callao is fully operative.

Lima is currently served by 11 vigorous sky cargo-passenger airlines.



STRICKLAND



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IS OUR
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OF MIND®



...the best way to write up
an LTL shipment

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Pilot Freight Carriers

INCORPORATED

GENERAL OFFICES — WINSTON-SALEM, N. C.



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HICKORY, N. C. JAMESTOWN, N. Y. LAURINBURG, N. C. MOONACHIE, N. J. NEW YORK, N. Y. NORFOLK, VA. PHILADELPHIA, PA.
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CHECK NO. 10 ON HELP-O-GRAM COUPON

February, 1961

Be sure the cargo containers you purchase today
are flexible for **automatic handling tomorrow**



ALWAYS SPECIFY NATIONAL *SPEEDLOADER* COMPONENTS

Sooner or later you'll "containerize" your shipments . . . go all the way in fully automatic handling equipment.

But the question is: How can you protect the investment you're contemplating making in containers for manual or semiautomatic handling . . . make them fully compatible for future use with automated equipment?

The answer is: Order your present containers with National Speedloader corner castings. They can be incorporated in any commercial container at time of manufacture . . . can be handled by fork lifts, hooks, slings or straddle type equipment. Yet when you automate your materials handling in the future with National's Speedloader System, the Speedloader-equipped containers will be fully compatible for interchange without modification of any kind.

Food for thought? For sure. And remember: Automatic handling of cargo containers is the Big Idea whose time has now come—and the National Speedloader System is its Big Name.

A-3096A

Transportation Products Division





DOWN-TO-EARTH PACKAGING

SHIELDS EMERSON RADIO'S SPACE-BOUND

MISSILE COMPONENTS FROM SHIPPING DAMAGE

A down-to-earth approach to the task of transporting space-bound Atlas missile components has slashed shipping costs by a whopping 55% at the Emerson Radio and Phonograph Corporation. What's more, the Jersey City (N. J.) firm has hacked its packaging material expenditures by 44% and all but floored in transit missile component damage.

Its technique: the extensive utilization of triple wall corrugated board in its packaging operation. Manufacturer: Tri-Wall Containers, Incorporated, New York City.

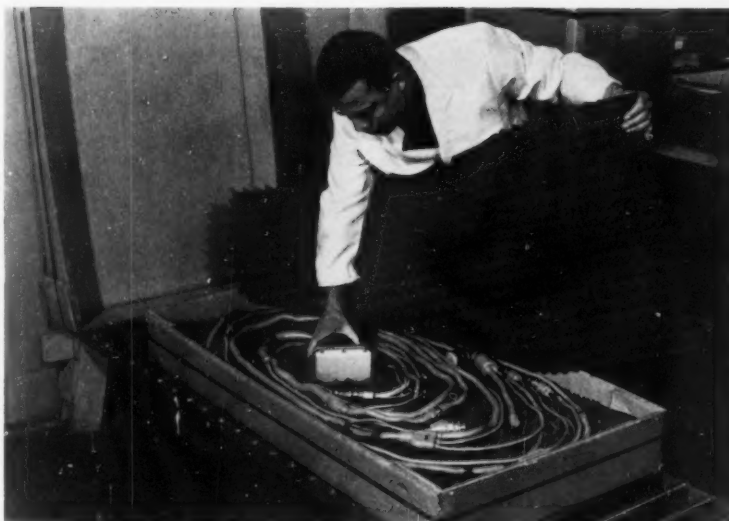
Costing \$5,000 each, Emerson's *Scaled Lightweight Environmental-Proof Missile Harness* units are designed to transmit power and electronic signals to and from key instruments within the Atlas. Extremely sensitive, they require foolproof protection, while traveling across the nation from New Jersey to the General Dynamics Corporation's Convair Astronautics Division in San Diego, California.

Triple wall corrugated board is providing them with that protection. And, in the process, it is providing Emerson with easy-to-handle, less expensive, lighter shipping containers.

Pre-cut to size by the manufacturer, the corrugated board is shipped to Emerson in simple-to-store, flat sheets. Assembly? A snap. The material is merely folded along the corrugations indicated and stapled.

Sandwiched between layers of polyurethane foam and rubberized hair, *Harness* units are placed in their containers quickly and easily. The cartons are then closed and banded—ready for shipment.

Currently being utilized by Emerson is pre-cut triple wall corrugated board designed to make two "standard" size containers. The first stands 5'x3' and weighs 37 pounds, fully packaged; the second, 2'x4' and 27 pounds. Both are geared to shield in transit units from damage effectively and to provide for the ultimate in snappy and economical handling and hauling.



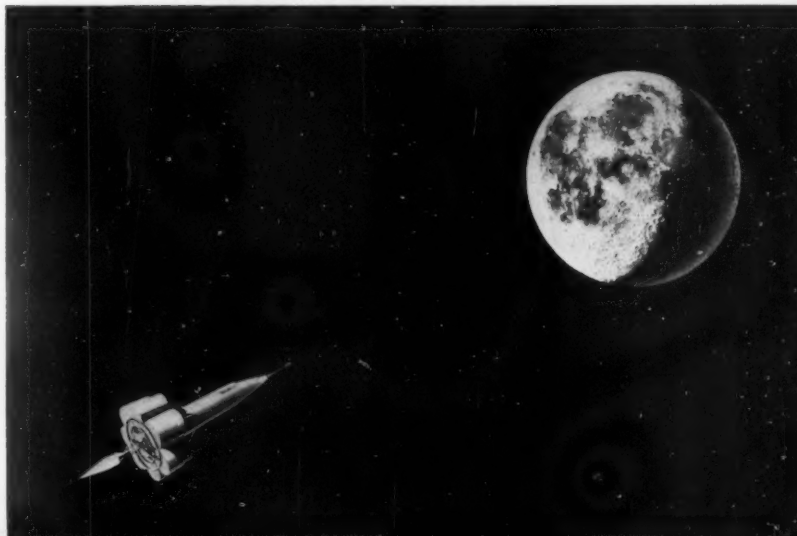
Ready for a blast-off, an Emerson missile harness is packed in a sturdy triple-wall corrugated container.

Tri-Wall Container



Walt Disney

Emerson's component may be space-bound. But the company's shipping costs have been floored by some 55%.





HOW ASPHALT LENDS SINEW TO U.S. HIGHWAYS, ADDED PEP AND SAFETY TO MOTOR FREIGHT



During '61, hundreds of miles of new highways will be completed under the National System of Interstate and Defense Highways Construction Program. A mounting number of existing arteries, meanwhile, are slated for improvement and updating under the project.

Ultimate meaning to motor freight users? A new high in highway shipping service, speed, and dependability.

One of the key materials being utilized as an underpinning for many of these new highways and roads is asphalt. *Asphalt Base* is and has long been the workhorse of pavement construction. It serves effectively as a foundation for asphalt pavements and is frequently employed to salvage old concrete, brick, and block. Why? Because it serves to smooth and strengthen rough and broken surfaces.

Yet, oddly enough, despite its long record of achievement, asphalt's ABCs and its contributions to U. S. roadbuilding are known to only a few people—most of them highway construction experts.

To bring you up-to-date on the basics of asphalt and the role it is playing in expediting the hauling of your motor freight, here's a quick rundown on the material. It is based on a recent report prepared for the Asphalt Institute by former Institute President Bernard E. Gray, now a consulting engineer.

Q. Just what is *Asphalt Base*?

Asphalt Base is an inclusive term. It covers layers of aggregate, bonded with some form of bituminous material. They may have been original surfaces, such as asphalt treatments, road mixes, or penetration macadam, subsequently covered with a plant mix whenever traffic required a heavier structure. Or

they may be entirely new foundations for the deep-strength asphalt pavements now being put down under the Interstate Highway construction program.

Q. How much does *Asphalt Base* cost?

Reports the Asphalt Institute: "*Asphalt Base*, producing foundations of great strength and durability, costs little more than it did a generation ago. Thus, new Interstate Highways can be built often for only little more than half of the amount required for rigid structures."

Q. What about upkeep?

Upkeep reportedly is a snap when asphalt is employed in roadbuilding. Pavements made with the material may be maintained easily, with periodic light resurfacings, designed to ensure safe and smooth riding conditions.

Q. Can roads utilizing *Asphalt Base* take it? Can they stand up under the freight vehicles using America's highways?

A big "yes." Example: an *Asphalt Base* underpinned roadway in a New England city. Although the location is now a city street, paved with smooth sheet asphalt, it was once a country road with only a loose gravel topping. As funds became available, more gravel was added. This was followed by the dragged-surface treatment, so popular during that period.

The years went by. The roadway was widened and a hot penetration macadam surface—three inches thick—was constructed. World War II came and passed. The area grew up. City boundaries were extended and the road became a busy city street.

Composition of the pavement today consists of about six inches of gravel; three inches of *Asphalt Base*; and three inches of asphalt surfacing. The original gravel was probably about 10-12 inches, but was partly worn away or mingled with the subgrade, prior to the first surface treatment.

There were several later treatments, dragged each time to even up de-

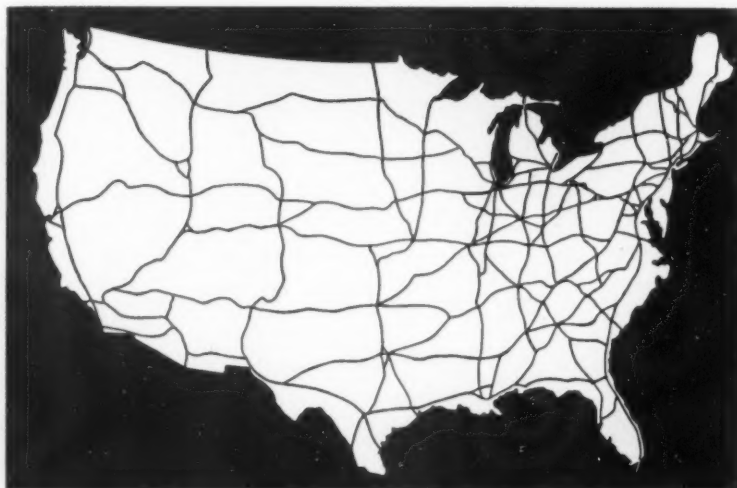


Diagram indicates new roads & highways being constructed under National Highway Program.

pressions and replace wear and tear. The penetration macadam was strong. It was made of hard, tough, coarse rock, with three gallons of hot asphalt cement poured on each square yard. It, too, had one or two light surface treatments, before being covered with the present sheet asphalt.

Altogether, the street has cost \$3.50 per square yard (less than 10¢ per square yard per year) and is as good today as it ever was. Probability? That in years to come it will continue to stand up under traffic, requiring only three inches of asphalt mix added in periodic small increments to guarantee tip-top riding conditions.

WHAT'S NEW IN Packaging

A preview of packaging during the next quarter century will be a feature of the American Management Association's upcoming 30th National Packaging Exposition. Date: April 10-13. Place: Chicago's new Lakefront Exposition Hall.

The 1961 show will be the largest ever sponsored by the AMA. It will occupy more than 150,000 square feet (4 acres) of space. What's more, for the first time since 1953, the Packaging Exposition and its companion event, the National Packaging Conference, will be held under the same roof.

Displays by more than 330 exhibitors will show the latest in packaging machinery, materials, methods, and services. Total worth of the exhibits will be about \$6 million. Some 30,000 visitors are expected to attend the Show and Conference.

Packaging's next 25 years will embrace many problems and opportunities according to Donald Pascal, president, National Starch & Chemical Corporation. Mr. Pascal also is president of the Adhesives Manufacturers Association of America.

Looking into the future Mr. Pascal predicts: "1961 will begin a period of challenge to the packaging industry, ushering in a decade which will see tremendous growth in the field. We will see the introduction and further development of exciting new packaging materials and methods. It will be a period of intense competition which can only result in benefits to the packaging consumer."

"We look forward to greater use of polypropylene in the flexible packaging field, as well as the expansion of form fill and seal operations in which the package will be formed from rolls of film. Laminated materials offering the combined functional properties of various material will find greater use. Foamed plastics, including polystyrene and polyurethane, have a tremendous future, and their cushioning, insulating, and structural properties will be the basis for many advances."

"In line with the increasing trend to

convenience packaging, we will see easier-opening containers, further expansion of aluminum cans and containers, and functional coatings applied at the paper mill to bleached and unbleached paper.

"The use of lightweight glass containers will continue to expand. Perhaps most important will be the great emphasis on market and product development which will expand the market for packaging in 1961 to approximately \$18 billion in the United States alone. To keep pace with this tremendous demand and expansion of packaging, greater emphasis will be placed on packaging education and research."

"Packaging machinery," concludes Mr. Pascal, "will continue its trend to higher

speeds, greater versatility, and automation. The use of dielectric and hot melt methods of sealing will increase and we will hear much about ultrasonic bonding."

Assisting AMA in the planning of the 1961 show are the members of its Exhibitors' Advisory Committee, headed by John C. Clay, sales promotion manager, National Starch & Chemical Corporation.

Employing Weld-O-Vans, National Van Lines recently launched Family Pac container service between Chicago and Los Angeles. Results to date: "exciting."

As a double check...ship **WILSON**

Wilson offers the most modern equipment to handle your shipping needs . . . over 800 units of trailers, tractors and trucks. Forty trailers are insulated and others are further designed to solve your transportation problems. When you "double check" Wilson, you are fully protected with insurance against public liability and property damage and your cargo is insured up to one million dollars.

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Charleston . . . MYers 2-2658	NASHVILLE . . . ALpine 4-6641
Chattanooga . . . MAdison 9-3293	Rome, Ga. . . 3728
Chicago . . . CLiffside 4-6730	St. Louis . . . GArfield 1-8441
Clarksville, Tenn. . . MIdway 7-3641	Washington, Ga. . . 4785
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Greenville, S. C. . . CEdar 2-3609	



General Office: 176 LAFAYETTE ST., NASHVILLE, TENN.

WILSON TRUCK COMPANY, INC.

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The Most Complete Marketing Service Ever Developed

- TO MAKE OVERSEAS BUSINESS EASY, EFFICIENT, ECONOMICAL
- TO HELP CARGO AGENTS AND FREIGHT FORWARDERS EXPAND SERVICE THROUGH PAN AM



WORLD-WIDE

Information

Current, valuable, authoritative information on 114 world trade centers in 80 foreign lands!

- *Pan Am gets you marketing facts* on economic conditions, tariffs, customs procedures, currency exchange. *Plus* special information you may need for your product.
- *Pan Am can help find markets for products*—and products for markets! You can be put in touch with overseas distributors, buyers, bankers through Pan Am.
- *Pan Am advises you all the way*—on containers, rates, insurance, best routes, collections. Our representatives have solved hundreds of problems. May we help solve yours?
- *Pan Am keeps you on top of the market*—with "Horizons," the unusual Clipper® Cargo magazine. Every month you get "inside" information on fast-moving distribution developments, overseas trade opportunities.

WORLD-WIDE

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More flights direct to more major markets by the world's largest, fastest overseas air cargo fleet!

- *Now, fastest delivery overseas from anywhere in U.S.!* Direct through-plane service to the world's major markets from 15 international gateways in the U.S., and Jet-speed ground procedures, cut delivery time by hours!
- *Now, simplified documentation—*from one source zips shipments all along Pan Am's delivery chain (loading dock to airport, overseas, to consignee). World's largest international truck-air system slashes transfers, handling, red tape.
- *Now, more space, more speed!* Pan Am Merchantmen stow over 15 tons. Products go on world's fastest all-cargo planes, and the world's largest over-ocean Jet fleet.
- *Now, rates lower than ever!* In more and more cases distribution now costs less by Pan Am than by surface.

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More American and English-speaking personnel to represent you and your product in foreign lands!


- *In effect, you get 114 overseas offices—at no extra cost!* Wherever you ship by Clipper Cargo, Pan Am representatives give your product the individual attention it deserves, see that it gets to market the way *you* want.
- *An American viewpoint on the spot!* Pan Am personnel, trained to American business methods (and the ways of the local market), know how you want your product handled, how to speed it through customs and on to the consignee.
- *World-Wide contact service!* Pan Am's integrated sales/service organization takes the hitches out of world marketing.
- *World-Wide follow-through!* Pan Am's cargo control system, unsurpassed capacity and uniform world-wide procedures make world's fastest delivery, world's *surest* delivery!

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We train you thoroughly at home in spare time thru the famous LaSalle Problem Method under the personal guidance of expert traffic authorities.

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20

Traffic PROFILE

**JAMES W. RAMSEY, JR.,
GENERAL MANAGER OF
TRAFFIC, UNITED STATES
STEEL CORP., PITTSBURGH**



They don't come much bigger than the United States Steel Corporation. Result? For complexity, scope, and challenge, directing traffic and transportation at the Pittsburgh-based firm is one of the toughest assignments in industry today.

James W. Ramsey, Jr., however, isn't overawed. Named general manager-traffic recently, he brings to the post just the qualities which are most needed—intelligence, ability, ingenuity, and experience.

What's more, in the general realignment which upped Mr. Ramsey to the top traffic slot at United States Steel, he was provided with a team of top-notch aides—each man an expert in his own area of traffic. These key men: Harry L. Aufderheid, general traffic manager; W. M. Ernst, assistant general traffic manager—Pittsburgh; Harry W. Huebner, traffic manager—movement services; and K. Miles Potter, manager of rate activity planning.

The key decisions—and the responsibility for maintaining traffic at a high level of efficiency—however, will still rest primarily with Mr. Ramsey.

close-up of a traffic career

Close to celebrating 20 years with the concern, Mr. Ramsey started with United States Steel as a junior planning engineer. Shortly afterward, he was shifted to the corporation's American Steel & Wire Division in Cleveland. Posts: accounting; cost and statistics; and staff assistant to the president of the division.

Then, in 1952, GMT Ramsey took a giant step forward. He became assistant to the general traffic manager of American Steel & Wire. A year later, he was upped to assistant general traffic manager. And a year after that, Mr. Ramsey was named American Steel & Wire's general traffic manager—a post he held until his recent promotion.

In his new position, GMT Ramsey will report directly to Kenneth L. Vore, United States Steel's assistant vice president of traffic.

A Westminster College graduate, Mr. Ramsey took advanced management training at Harvard University. He is a member of the Cleveland Athletic Club; the Duquesne Club; the University Club of Pittsburgh; and a variety of nationally-known traffic and transportation associations.

Appointed as director of operating rights by Gordons Transports, Incorporated: **James J. Emigh**. Formerly with Cook Truck Lines, Mr. Emigh has been active in transportation for more than 12 years and is a member of Delta Nu Alpha and the Association of Interstate Commerce Commission Practitioners . . . **John A. Fabri**, formerly Cleveland motor dispatcher for Ringsby Truck Lines, has been appointed the carrier's Cleveland sales representative . . . **Chase Wason** has been named general sales manager and **L. J. Priester** general traffic manager by Braniff International Airways.

Fred K. Leo, one of the Denver area's best known sports announcers, has joined the Denver Chicago Trucking Company's public relations staff . . . Appointed sales representative for Chicago by the Air Express International Corporation: **John E. Muhlfeld** . . . **Ray Ramsey** has been appointed Topeka (Kan.) terminal manager by the Watson Transportation Company.

Heartiest congratulations to the **Port of New York Authority** for its resounding triumph in the 1960 American Film Festival, sponsored by the **Educational Film Library Association!** The Authority's **Fabulous Decade** waltzed off with a Blue Ribbon Award in the competition. Soon to be seen in key cities around the nation, the motion picture tells the dramatic story of the new and improved facilities built in the Port of New York during the past decade.

Shipping Management

NEW! PRODUCTS & METHODS

drawer tool stand

Featuring four drawers, with sliding trays, an unusual drawer tool stand is now being produced by Lyon Metal Products, Incorporated. The unit is endowed with a heavy duty work top, which may be reversed to provide a working tray with a $\frac{1}{2}$ " flange on all sides. It is mounted on swivel type casters, with composition rubber wheels 5" in diameter.



Drawers are 21 $\frac{3}{4}$ " wide, 20" deep, and 6 $\frac{3}{4}$ " high and incorporate recessed handles and individual padlock attachments. Overall size of the stand: 22 $\frac{1}{2}$ " wide; 20 $\frac{1}{2}$ " deep; and 34" high.

Lyon Metal Products, Incorporated,
11 Plant Avenue, Aurora, Illinois.
(Check 81 on Help-O-Gram)

pressure sensitive labels

Don't let antiquated labeling procedures boost your shipping costs. The Allen Hollander Company believes it has evolved a modern, efficient labeling system which will hack your expenditures and step up the tempo of your labeling operations. Its answer: non-moistened pressure sensitive labels.

Said to be a snap to apply, the labels are merely peeled from a card and pressed on the package being labeled. A little fingertip pressure completes the job quickly, smoothly, and with a minimum of effort.

Allen Hollander Company, Incorporated, 385 Gerard Avenue, New York 51, New York.

(Check 82 on Help-O-Gram)

February, 1961



Reduce packaging and shipping costs with MID-STATES® fast, trouble-free STITCHING WIRE

Boxes and shipping containers of fibre or corrugated materials can be stitched or stapled faster, more dependably with free-flowing Mid-States Stitching

Wire. Never clogs stitching head because it has no raw edges; never flakes. Comes in 5, 10, 25 and 50-lb. coils.

Furnished flat and shaped in all standard sizes (special sizes available), with galvanized or coppered finish.



5-lb. Spools
Packed 10 Spools
per carton.

10-lb. Spools
Packed 6 spools
per carton.



25-lb. Spools
Packed 4 spools
per carton.

50-lb. Spools
Packed 20 spools
per pallet.



STITCHING MACHINES in a variety of models also available from Mid-States. Head sizes range from 12 to 36 in.; capacities up to 375-point ($\frac{3}{8}$ " board; with Electric Solenoid Trip if desired. Lease or sale agreements available.

ROUND STEEL STRAPPING and MACHINES

For binding and reinforcing bales, bundles or boxes.

Strapping in wide variety of gauges, galvanized or coppered, in quantities from 5 to 500 pounds.

Machines on lease or sale agreements.



WRITE today for further details, catalog sheets, samples and prices.



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A Shipping Management 25th Anniversary Feature:

"Shipper comes first" approach pays big dividends for Goliath motor freight carrier & clients

Service with a CAPITAL S! That's the trucking industry's approach to providing shippers with effective, economical transportation.

How do motor freight carriers provide this service? Who are the "behind the scenes" people involved? What does it take to keep a highway operation humming?

Over the past quarter of a century, the McLean Trucking Company has entrenched itself as one of America's foremost highway freight haulers. Its operation is typical of the activities of the well-run, tautly-administered truck lines presently serving as the backbone of U. S. transportation.

The Interstate Commerce Commission defines a Class I motor freight carrier as one having annual gross revenues of \$1

million plus. For its fiscal year ending June 30, 1960, McLean (GHQ: Winston-Salem, North Carolina) reported operating revenues of \$41,158,567, placing it squarely among the top 10 highway haulers in the country.

Contrast McLean's highway hauling setup today with the setup existing 25 years ago and the tremendous progress registered by the firm and similar truck lines comes sharply into focus. Still using McLean as a symbol of 1961's high-powered motor freight operations, match its present equipment against the vehicles it used in the late Thirties. Result? Motor freight's tremendous gains in just a quarter of a century are again accentuated.

Here's the "story behind the story" of McLean—a glowing tribute to the headsup, steadily expanding, service-conscious

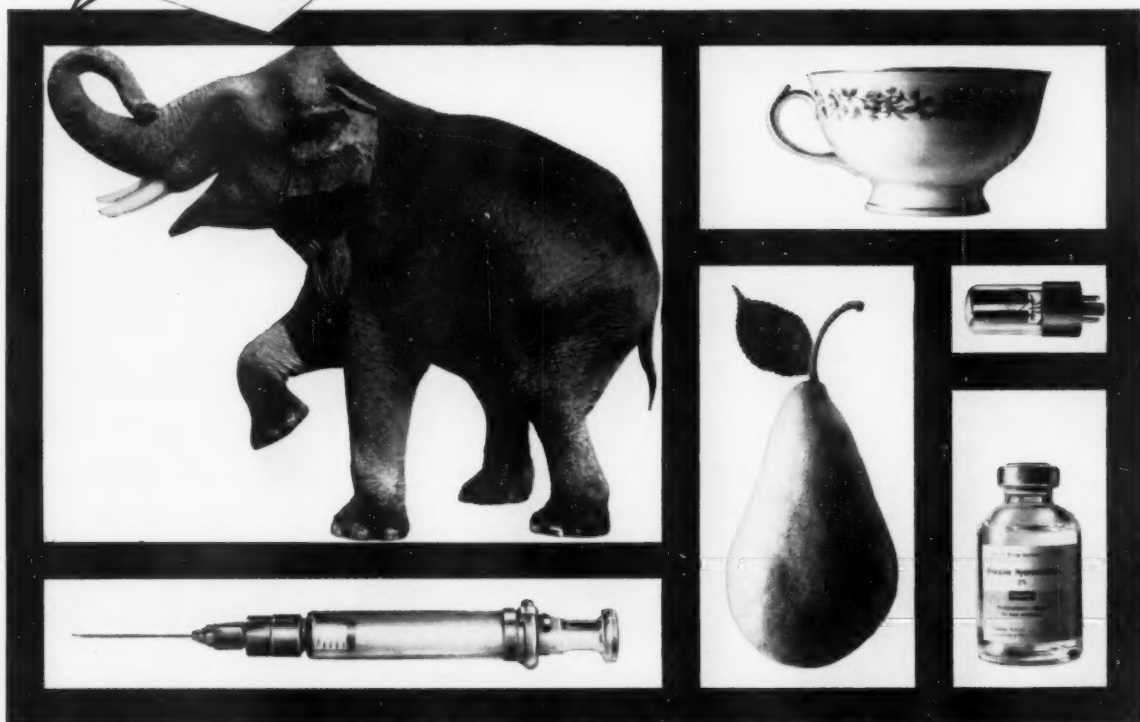
trucking industry.

Founded in Red Springs (N. C.) in 1934, McLean made its first purchase of additional operating authority—that of the American Trucking Company—about 10 years later. Thus started its phenomenal pattern of expansion through acquisitions and internal growth, reaching its zenith to date with the acquisition, in January of this year, of Hayes Freight Lines, Incorporated.

Today, McLean and its Hayes Division operate over 3,000 units of modern mobile equipment. They serve principal markets east of the Mississippi River through 62 terminals and three off-line sales offices, located in 20 states and the District of Columbia.

How did McLean do it? It makes a good story. So climb aboard with us,

Perfect cargo package . . . Only Sabena jet-speed service promises: Daily one-carrier service to and throughout Europe, Africa and the Middle East . . . the luxury of pressurized, temperature-controlled Boeing "Intercontinental" Jets . . . inexpensive insurance . . . largest aircraft capacity and lowest rates available. No package too large. No package too small. No cargo "package" like Sabena jet-speed service!



For Sabena Jet-Speed cargo schedules, rates, and most economical and time-saving routing information, write: Sabena Cargo Receiving Station, 227 Water Street, New York 38, New York

CHECK NO. 17 ON HELP-O-GRAM COUPON

February, 1961

ASSOCIATED TRUCK LINES, INC.
"FIRST IN MICHIGAN"
AND CHICAGO —

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* Allocated from the Security Carriers Co., Inc., and operated under Temporary Authority granted by the Interstate Commerce Commission.

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CUSHMAN
MOTOR DELIVERY CO.

GEN. OFF. 1480 W. KINZIE ST., CHICAGO
 HAymarket 1-6613

CHECK NO. 19 ON HELP-O-GRAM COUPON

while we roll along with McLean for a condensed 25-year trip of transportation history in the making.

The beginning is always a good place to start. The McLean Trucking Company had its beginning in the little North Carolina town of Red Springs in 1934. That was when the company founder, Malcom P. McLean, was a 20-year old filling station operator. One day, Mr. McLean bought a truck and started transporting textile products from the mills in the Red Springs area to the north . . . and bringing back to the south whatever cargo he could pick up. This was the beginning. McLean Trucking has been on the move ever since.

In January, 1955, Malcolm McLean (then president); his brother, J. K. McLean (then executive vice president); and their sister, Miss Clara McLean, (then secretary-treasurer); resigned their positions with the trucking company and relinquished all control in order to pursue other business interests.

motor freight giant in the making

Paul P. Davis, now president of the company, was elected to that office when the McLeans left. He now heads a publicly-owned motor freight line made up of more than 5,400 stockholders, located in every state except Alaska, plus Canada, Mexico, the Netherlands, the Union of South Africa, and the West Indies.

Then came a big "first"—a trucking milestone. Admitted to the "big board" January 6, 1958, the McLean Trucking Company was the first highway hauler in the nation to be listed on the New York Stock Exchange.

But we're getting ahead of our story. McLean was incorporated in Fayetteville (N. C.) in 1940. In 1943, the company's GHQ was shifted to Winston-Salem.

For the next 20 years, the company forged steadily ahead. Aided by a progressive and dedicated management-employee team, intent on developing service to the shipper, McLean kept expanding.

Acquired: in 1945, the American Trucking Company; in 1947, Pee Dee Express, Incorporated; in 1948, Simpson Motor Lines, plus partial operating authority of Garford Trucking, Incorporated; in 1951, Fleetway Motor Freight, Incorporated; and in 1953, partial operating authority of Gore Freight Lines, Incorporated.

Still expanding: in 1957, partial operating authority of Vollmer Transportation, Incorporated; Carolina Motor Express Lines; Service, Incorporated; partial operating authority of Meredith and Hitchcock, Incorporated.

In 1959, McLean capped its growth with the acquisition of Hayes Freight Lines.

Carolina Motor Express Lines was merged into McLean in 1957 and Service, Incorporated, was added in 1958. In addition, Modern Automotive Services, Incorporated, was acquired in 1952, as a subsidiary for maintenance of the company's ever-growing fleet. The Malja Corporation, meanwhile, was organized

in 1953, as a subsidiary handling McLean's increasing real estate needs for terminal buildings, office buildings, and garage facilities.

Who are the people running McLean today? At the top is the board of directors: Paul P. Davis, president; M. C. Benton, Jr., vice president, treasurer and chairman of the executive committee; B. L. Frazier, traffic vice president; John T. Barnes, sales vice president; Claude H. Wells, Jr., operations vice president; L. T. Bretherton, Eastern Division vice president; Max Cooke, claims prevention vice president; and H. D. Ward, secretary and director of purchases.

The board sets the policy carried out by McLean's hundreds of supervisors; drivers; terminal managers; rate clerks; salesmen; dockmen; accountants; secretaries; typists; promoters; printers; and other workers needed to move the freight of fast-paced industry through the various stages from production to ultimate consumer.

These are not statistics. These are people. And they keep the lifeblood of commerce and industry moving through the basic element of America's distribution system—transportation.

Perhaps the best clue to McLean's success may be found in a slogan, guiding every member of the company team. That slogan: "Service to customers comes first with me!"

Space limitations make it impossible to describe each of the 3,381 McLean employees—all of them vital to the company's operations. But here's a quick rundown on McLean's top men and policy setters—its directors:

Paul P. Davis, president. Joining the company in 1943, Mr. Davis is a graduate



President Paul P. Davis

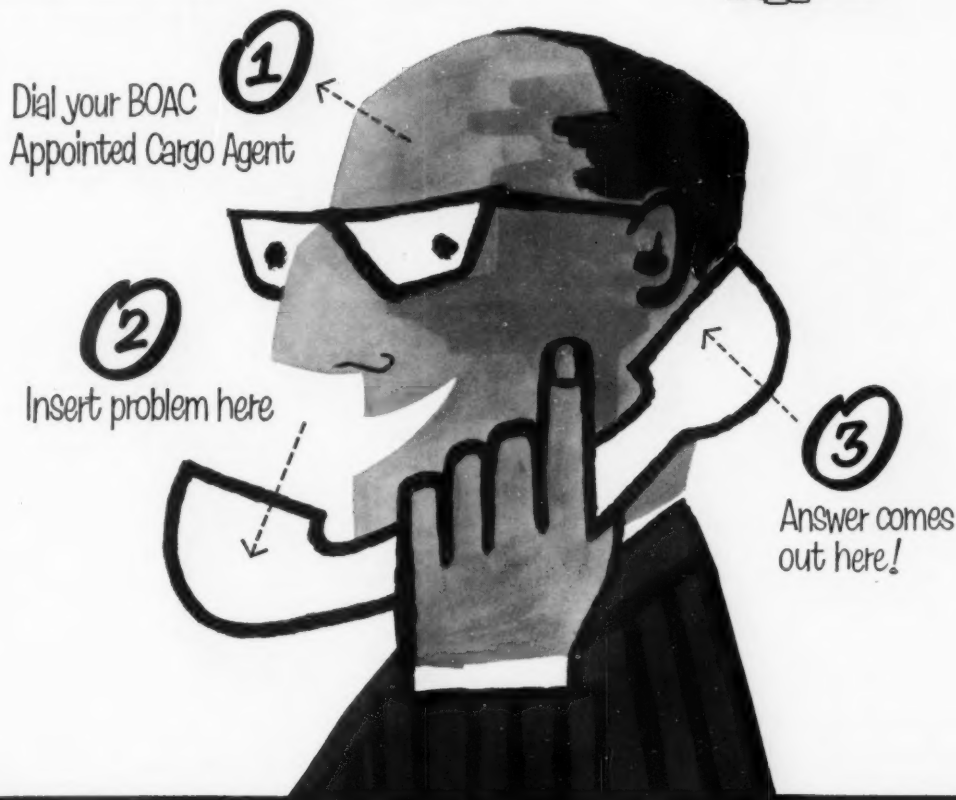
of the University of North Carolina. He is active in state and national trucking associations.

M. C. Benton, Jr., vice president, treasurer, and chairman of the executive committee. Mr. Benton joined McLean in 1939. He's a graduate of the University of North Carolina and is active in trucking finance and accounting councils.

B. L. Frazier, traffic vice president. McLean gained Mr. Frazier in 1947. Over 34 years of traffic experience have

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February, 1961

made him a welcome member of national and regional trucking rate and traffic conferences.

John T. Barnes, sales vice president. Joining the company in 1955, Mr. Barnes brought to McLean some 25 years experience in sales with one of the country's leading manufacturers. He is a graduate of the University of North Carolina.

Claude H. Wells, Jr., operations vice president. Active in trucking terminal operations councils, Mr. Wells tied his future to McLean's in 1941.

L. T. Bretherton, Eastern Division vice president. Mr. Bretherton joined the company in 1942. He's a graduate of the Academy of Advanced Traffic and is active in traffic clubs throughout the East and New England.

Max Cooke, claims prevention vice president, administers the company's Claim and Safety Departments and is active in trucking freight claim and safety councils. He came to McLean in 1941.

H. D. Ward, secretary and director of purchases. A graduate of the University of Alabama, Mr. Ward has been with McLean since 1943.

These company leaders have instilled in their lieutenants the desire to provide the shipping public with a dependable transportation service, geared to get shipments where they are needed, when they are needed, in good condition. Past experience and modern methods of training have given the entire team the skills needed to do such a job. A genuine interest in all employees, personal and

business, moreover, has created a happy atmosphere conducive to better performance.

Do such policies "pay off?" The accomplishments of the McLean Trucking Company, and other motor freight titans, the past 25 years, are a good answer to that question!



Asia—Keeping pace with the enormous industrial and commercial gains registered by key Asian nations in recent years, transportation is growing by leaps and bounds.

Says the United Nations' Economic Commission for Asia and the Far East: "Only existing gaps in highways prevent this growth from breaking into a brisk trot."

The interest of Asian governments in the importance of expanding such facilities is reflected in the fact that from 20% to 40% of all public expenditures have been channeled into transportation.

Although road mileage has grown only slowly in the postwar years, the rate of increase of automotive transport has tended to outstrip by far that of railways and inland waterways. From 1948 to 1957, statistics show the number of commercial vehicles has increased 16 times in Laos; 5 to 9 times in Brunei and Thailand; and one to three times in Cambodia, Ceylon, India, Indonesia, Japan, North Borneo, Sarawak, South Vietnam and Taiwan. It has climbed 50% to 80% in Hong Kong, Malaya, South Korea, Pakistan, and The Philippines.

Moscow, U.S.S.R.—Construction of an airport, geared to step up the processing, handling, and hauling of cargo and passengers inbound and outbound from Moscow, is underway near the village of Domodedovo. Location: 25 miles south of the Soviet capital.

Pravda, the Communist party newspaper, says the airport will be one of the world's largest, with a modern terminal building and tip-top cargo center.

Declares **Pravda**: "The terminal will be geared to handle thousands of passengers hourly. Capacity will exceed the combined total of the three existing commercial airports serving Moscow today."

The new airport will be on an open plain, in an area seldom seen by foreign residents. Construction started last summer.

An airport highlight: a massive 10-story hangar, capable of housing four of the biggest Soviet airliners of the jet TU-114 type, or 10 of the smaller TU-104's.

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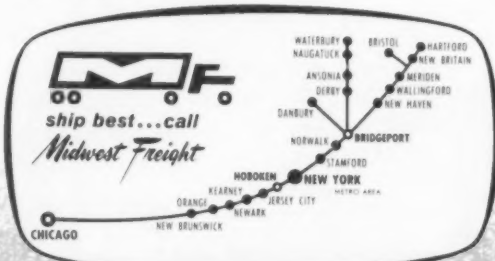
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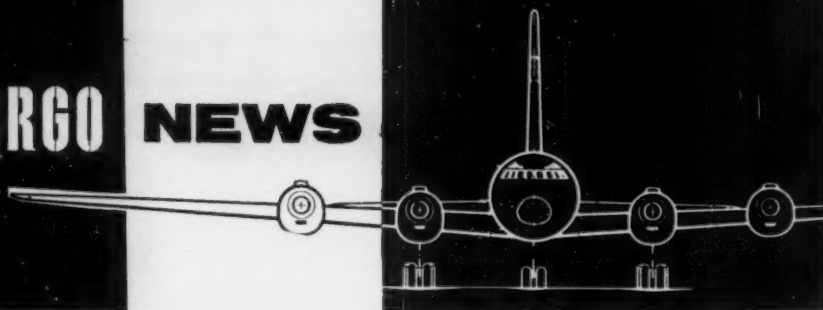
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AIR CARGO NEWS



Proposed by Seaboard & Western Airlines: a staggering reduction in general cargo freight rates, calculated to slash volume shipping costs by as much as 70%. The new rate structure, presented to the International Air Transport Association meeting in Paris, late last month, is designed to stimulate sky cargo shipping around the globe.

Says S&W President Richard M. Jackson: "If accepted by IATA and the Civil Aeronautics Board, the proposed rate structure would be the greatest stimulant to growth since the beginning of commercial air freight operations.

"Designed for flexibility, this structure would attract new markets prohibited previously by the present excessively high costs of air freight. It would allow low rates on general cargo in large volumes, making it possible in '61 to expand the total air freight market substantially.

"The reduced rates," Mr. Jackson explains, "would take effect in the weight bracket of 2,200 to 5,000 pounds, and above. For example, in the 2,200 to 5,000 bracket, the present rate is 48.7¢ per ton-mile. The new rate would be 46¢. On shipments of 65,000 pounds and over, the present rate is 48.7¢ per ton-mile. The proposed rate is 14.5¢, a reduction of 70 per cent."

"This complete and drastically reduced rate structure is made possible by the use of the CL-44," Mr. Jackson continues. "These Canadian-built, turbine-powered, air-freighters are the largest commercial cargo-carrying aircraft ever built. Seaboard & Western has five on order and scheduled CL-44 service will start in July of this year."

The CL-44 will lift almost twice the payload of the largest air-freighters now in operation, 65,000 pounds nonstop across the Atlantic. It's capable of cruising at more than 400 miles-per-hour and can easily operate into all the airports on Seaboard & Western's routes.

An additional and important feature of the airplane is its hinged swing-tail, offering a large opening of 75 square feet. Reason? So that cargo may be loaded straight into the huge fuselage.

This makes possible the loading or unloading of up to 32-1/2 tons of cargo in less than 20 minutes. Single packages up to 85 feet long, 111 feet wide, and 6-3/4 feet high—an area that would accommodate the Bomarc and Nike missiles—can be hauled.

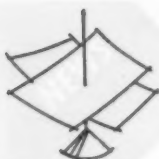
"Under the new rates, freight forwarders and cargo sales agents would have the freedom of consolidating many packages to qualify for the large volume discount. The plan would also offer substantial advantages to volume shippers who want to make full use of speed, freedom from pilferage, and low packaging cost of air cargo," President Jackson emphasizes.

With data still pouring in, 1960 is shaping up as another topnotch year for air freight—with substantial gains registered all along the line.

The British Overseas Airways Corporation reports that "freight short-ton miles" hauled by its aircraft were up 7.9% over '59. Unofficial total for '60: 42,956,000 short ton miles. For its part, American Airlines registered a gain last year of 12% over '59, hauling some 115 million ton-miles of sky cargo. Coming up: other air freight reports from all over the world.

The recent U.S. presidential election had added meaning for high-flying Delta Air Lines. Delta airlifted five tons of TIME's pre-election issue—the largest single shipment ever hauled aboard a Delta jet—from Atlanta to Miami. Destination: Puerto Rico and 25 nations overseas. Shown in photo below (left to right): W. R. Bean, Atlanta printer of TIME's Latin American edition, and John R. Pogue, Delta Air Lines manager of cargo.





NEWS you can use

helicopter speeds highway-sea container from truck to ship

Considerable interest is being displayed in a unique helicopter-truck-sea cargo container handling system unveiled recently during a New York demonstration.

A helicopter lifted a truck-sea cargo container from a Weehawken (N.J.) pier, hauled it through the air, and deposited

it gently on the deck of a merchant vessel anchored in the Hudson River.

The helicopter, a Sikorsky S-60 Sky-crane, let the 20-foot-long unladen container rest briefly on an aft cargo hatch of the United States Lines' *American Leader*. Then the craft, capable of hoisting five tons, returned the steel and aluminum container to the truck boggy from which it had been lifted.

Built by the Strick Trailer Company of Philadelphia and New York, the container had an unloaded weight of 4,400 pounds. It was geared to accommodate up to twenty long tons, or 44,000 pounds of cargo.

The cargo container was moved by truck tractor onto a pier. There the two-unit trailer, each unit of equal size, was split apart. The rear half was then readied for the lift.

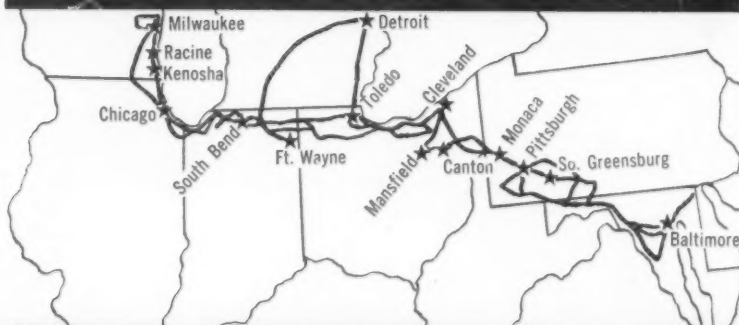
Cables attached to the four upper corners of the container and joined at the center formed a sling for the aircraft's winch cable to grasp. Attached to the bottom of the container: four lines, for the men aboard ship to use in guiding the metal box, as the helicopter hovered over the stern.

Result? An amazing demonstration of the helicopter's growing versatility and its enormous potential to U.S. transportation.

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battle against illegal highway hauling moves into high gear

All-out war on illegal highway hauling has been declared by the Central Area Shipper-Motor Carrier Conference. The decision to battle illegal transportation was spurred by recent panel discussions sponsored by the conference. Analyzed: reasons for growth of "grey" motor freight carriage.

A six-man committee, set up by the Conference will work toward constructive ends "to lessen illegal grey area transportation and return lost traffic to common carriage."

retailers using 260 million square feet of storage space

Merchandise, apparel, and furniture stores today use about 260 million square feet of warehousing space. What's more, this amount is expected to increase at an annual rate of about 6.5 million square feet. So says the National Retail Merchants Association.

The annual operating expense of this vast amount of space is about \$375 million, NRMA reports, adding: "It is no wonder, then, that these buildings are required to perform a number of additional functions and are now referred to as service buildings."

In contrast to the practice 25 years ago, when this space was used largely as dead storage areas, they contain today workrooms; refrigerated vaults; and repair centers for the reconditioning of refrigerators; freezers; washers; dryers; television sets; and similar appliances.

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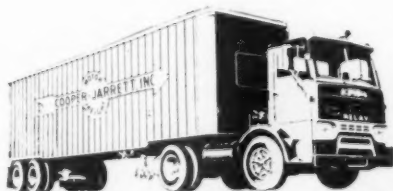
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WALLINGFORD, CONNECTICUT
WHEELING, WEST VIRGINIA
ZANESVILLE, OHIO



notes

OF EMINENT PEOPLE

By CURTIS C. STEWART

WILLIAMS (G. MENNEN "SOAPY"), former Michigan Governor, and **SNEAD (J. L. S., JR.)**, CHICAGO EXPRESS Prexy, have a lot in common—they both wear bow ties . . . And now with this observation we are looking forward to a bigger and better '61 and with a greater net!!!

MILLARD (MARION), P.I.E. Sales Exec., picked up those Bay Area luncheon checks with a flourish . . . **LYTEL (ROBERT)**, prominent West Coast carrier executive, looking in on the "grey area"; his study will be most interesting . . . **MENDENHALL (JAMES I.)**, appointed Sales Manager, RINGSBY REFRIGERATED TRUCK LINE, hdq. Denver . . . **NICHOLAS (ARTHUR E.)**, appointed District Manager, DANIELS MOTOR FREIGHT, hdq. Rochester . . . **SOWERS (EARL)**, appointed Executive Vice-President, NORWALK TRUCK LINES, hdq. Norwalk, Ohio . . . **MAR-**

TIN (RAY), appointed Regional Manager, MIDWEST FREIGHT FORWARDING, hdq. Hoboken . . . **WILSON (ROY)**, appointed Terminal Manager, WATSON TRANSPORTATION COMPANY, hdq. San Leandro . . . **MCCRACKEN (DWIGHT M.)**, elected Chairman, Board of Governors, INSURANCE INSTITUTE FOR HIGHWAY SAFETY . . . **ROSSI (RALPH C.)**, appointed Sales Manager, ONEIDA, hdq. New York City . . . **RHINHARDT (MARK)**, appointed Terminal Manager, LITTLE AUDREY TRANSPORTATION, hdq. Chicago . . . **FORDE (RICHARD B.)**, appointed Advertising Manager, BROWN TRAILER COMPANY, hdq. Michigan City, Indiana . . . **NULHERN (ANDREW J.)**, named General Traffic Manager, BEMIS BROS. BAG COMPANY, hdq. St. Louis . . . **MANN (JAMES F.)**, appointed Terminal Manager, WILSON TRUCK SYSTEM,

hdq. Omaha . . . **BRADY (HENRY L.)**, picks up Prexyship, GRAND RAPIDS TRANSPORTATION CLUB, hdq. Grand Rapids . . . **BACHART (E. A.)**, appointed District Sales Manager, P.I.E., hdq. Omaha . . . **RAMSEY (JAMES W., JR.)**, named General Manager, Traffic, U. S. STEEL, hdq. Pittsburgh . . . **HANNIGAN (WILLIAM)** named Superintendent of Terminals, BRADY MOTOR-FRATE, hdq. Des Moines . . . **HUNT (E. H.)** elevated to Presidency, BELYEA TRUCKING COMPANY, hdq. Los Angeles . . . **ALLEN (WINTON H.)** named District Sales Manager, INDIANAPOLIS-KANSAS CITY MOTOR EXPRESS, hdq. Kansas City . . . **KRUEGER (GEORGE R.)** joined sales staff, PAN-AMERICAN AIRWAYS, hdq. Chicago . . . **BRICK (EDWARD L.)** appointed Manager, Transportation Department, CHAMBER OF COMMERCE, hdq. Buffalo . . . **FAULS (ROBERT)** appointed General Manager, SERVICE TRANSFER AND STORAGE, INC., hdq. Chicago . . . **JOHNSON (J. A.)** appointed Sales Manager, BRANCH MOTOR EXPRESS, hdq. Brooklyn . . . **NORRIS (CHUCK)** joined sales staff, FREIGHT, INC., hdq. Akron . . . **MILLER (ALFRED A.)** named Terminal Manager, HENNIS FREIGHT LINES, hdq. Jersey City . . . **HEUER (JOHN D.)** appointed Assistant Manager, Truck Sales, INTERNATIONAL HARVESTER, hdq. Chicago . . . **BREWBACHER (PERRY T.)** named Traffic Manager, HOOKER CHEMICAL CORP., hdq. Niagara Falls . . . **NUERNBERGER (HOWARD H.)** appointed to the newly-created position of Development Manager-Transportation, ALUMINUM COMPANY OF AMERICA, hdq. New Kensington, Pa. . . **SHEPHERD (I. W.)** appointed Director, National Account Sales, LOS ANGELES-SEATTLE MOTOR EXPRESS, hdq. San Francisco . . . **FOX (RALPH L.)** named Traffic Manager, TORRINGTON CO., INC., hdq. Torrington, Conn. . . **KERRIGAN (ROBERT L.)** joined sales staff, R-C. MOTOR LINES, hdq. New York . . . **HAWTHORNE (JAMES E.)** appointed Vice-President-Marketing, GREYHOUND CORP., hdq. Chicago . . . **WARD (JAMES M., JR.)** appointed Traffic Manager, ACME-NEWPORT STEEL COMPANY, hdq. Newport, Ky. . . **MOSKILL (WILLIAM G.)** appointed Traffic Manager, RUTHERFORD FOOD CORP., hdq. Kansas City . . . **CRONAUER (CHARLES, JR.)** appointed General Traffic Manager, AMERICAN STEEL AND WIRE, hdq. Cleveland . . . **HUTCHINSON (EVERETT)** picks up Chairmanship of the EYESEESEE.

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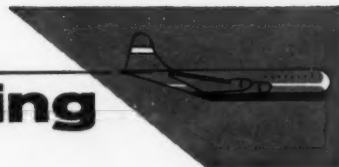
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SAFE HANDLING, dependable service are yours when you ship via this tip-top motor freight carrier. Interested? Check 8.

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SMALL SHIPMENTS GET BIG SERVICE when you turn them over to this leading trucking company. Find out what it can do for you. Check 10.

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GLOBE-CIRDLING AIR FREIGHT SERVICE is the specialty of this line—a pioneer in sky freight transportation. Check 13 for more details.

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GET YOUR AIR FREIGHT to Europe, the Middle East and Africa faster with this line. Daily flights and automatic bookings. Check 15.

FIRST IN MICHIGAN, A LEADER IN THE U.S. This motor carrier will haul your goods speedily, dependably, and safely. Just check 16 for more details.

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SERVING THE CALIFORNIA DESERT AREA, this truck line will speed your merchandise to its destination in a hurry. Check 18.

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SMOOTH, EFFICIENT, ECONOMIC highway transportation. Geared to meet the needs of the modern shipper. Check 20.

YOU CAN SHIP WITH CONFIDENCE when you use this truck line. Check 21 for details.

THE TRAFFIC MAN'S LINE. Fast, safe, dependable highway service. Who could ask for more? Check 22.

MODERN COMMUNICATIONS speed your motor freight, keep tabs on your shipment every second it's in transit. Data? Check 23.

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LET ONE PICKUP OR DELIVERY do the job. Connecting line on LTL & TL shipments, to all states. You can't miss with this highway carrier. Check 25.

A TRAFFIC CONSULTANT can cut your costs and expedite your whole traffic operation. Proof? Check 26.

SAFETY WHEEL BLOCKS may be the answer to your accident problems. Check 27 and find out.

AUTOMATIC TACKERS can save you money, save you time. 36 models and 80 staple sizes from which to choose. 28.

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FEBRUARY, 1961

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new products

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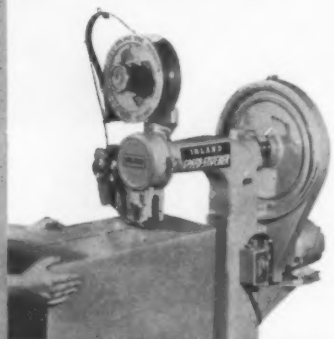
Company _____

Address _____

Type of Business:

☐ Manufacturing; ☐ Wholesale; ☐ Retail

Major Products: _____



Cut unit cost of containers with high-strength INLAND **SPEED-FLO**[®] STITCHING WIRE

More units per hour means less cost per box or shipping container when they're stitched or stapled with Inland Speed-Flo Stitching Wire. Works equally well on fibre or corrugated materials. No raw edges to clog stitching heads; no flaking of finish. Furnished in 5, 10, 25 and 50-lb. coils, flat and shaped in all standard sizes with galvanized or copper finish. Special shapes on request.

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FEATURED—The Wide Crown Bottomer; also available in 4 other models with head sizes from 12 to 36 inches. Maximum capacities, 375-point (3/4") board. Electric Solenoid Trip furnished as extra.

ROUND STEEL STRAPPING AND MACHINES

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PRODUCTS

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32

FASTEST FREIGHT FORWARDING from coast-to-coast. Sixty years of know-how in hauling and handling any shipment. Sound terrific? Check 29.

YOU CAN'T SELL GOODS IN TRANSIT! And this highway carrier assures you the fastest, safest, smoothest highway hauling possible. Check 30.

SERVICE, SPEED AND SAFER SHIPPING are what you get with this motor carrier. Check 31.

ICC rules on suit lodged against shipper's group

A complaint was recently filed against a shippers association. The association defended on the ground that it consolidated and distributed shipments for its members on a non-profit basis. Therefore, it was exempt by virtue of the provisions of Section 401(c)(1) of the Interstate Commerce Act.

The association's purpose, it alleged, was to procure the pooling, consolidation, transportation, and distribution of merchandise of its members on a non-profit cooperative basis at carload, truckload, or other volume rates, or by means of owning or leasing transportation equipment.

The association further alleged in its answer that any individual, corporation, or association which desired to ship freight could apply for membership upon application accompanied by the initiation fee.

At the time of the hearing, there were 56 members. The by-laws provided for the pro-rata distribution of profits, if any. However, the association paid all the charges received to the persons providing the service and its officers assessed no fees for themselves or the association, except the initiation fee.

On the basis of these facts, the Commission found that the association's operations were those of a freight forwarder and a cease and desist order was entered. It stated that a non-profit basis is not achieved by obscuring or eliminating the profit under a contract whereby one of the parties furnishing a portion of the involved service receives compensation on the basis of "whatever is left after expenses", any more than it could be by throwing away or giving away such profits.

The Commission did not feel that the association's activities were a group effort for the mutual benefit of members entitled it to the exemption contained in Section 402(c)(1).

British West Indies—With the inauguration of daily *Britania* propjet service, British West Indian Airways has beefed up its schedule between New York and the islands of the Eastern Caribbean. Now operating on a once-a-day basis, the new schedule replaces a five-a-week *Viscount* operation on this route.

A subsidiary of the British Overseas Airways Corporation, BWIA marked its 20th birthday last November.

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LAS VEGAS



Shipping Management



Management changes at International truck district sales offices in New York; Pennsylvania; Ohio; and Illinois have been announced.

C. A. Burke, formerly assistant district manager in Philadelphia, has been appointed an assistant manager at the New York City district office. He replaces **S. J. Tucker**, who has taken over operation of an International dealership.

W. W. Allen, formerly assistant district manager at Buffalo, has been transferred in the same capacity to Philadelphia to replace Burke, while **A. M. Fitzgerald**, formerly assistant district manager at Cleveland, replaces Allen at Buffalo as assistant district manager. **R. C. Bakkom**, formerly assistant manager of the Chicago motor truck district, has moved in the same capacity to Cleveland, replacing Fitzgerald.

The Star System, Incorporated, has announced the appointment of **William A. Vorda** as northern California man-



W. A. Vorda

ager . . . **Wilton W. Johnson** has been named manager of the International truck southern sales region. In this capacity, he will supervise International sales districts at Cincinnati; Louisville; Memphis; New Orleans; and Birmingham.

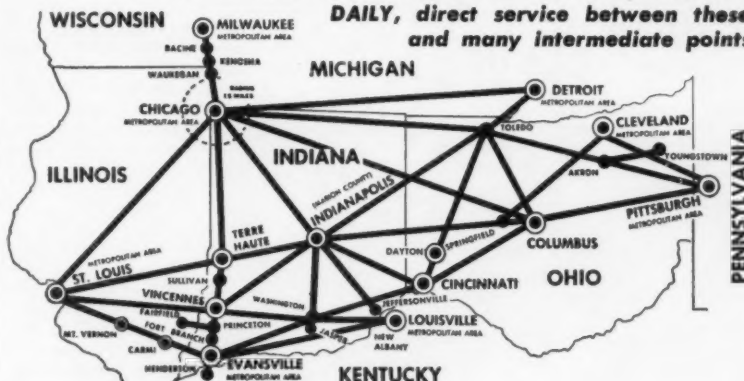
William J. Simon, safety director of the National Highway Users Conference, has been chosen chairman of the National Committee for Motor Fleet Supervisor Training . . . Appointed general supervisor of government contracts for the motor truck division of International Harvester Company: **Thomas L. Dougherty**.

J. Paul Gray has been appointed eastern regional sales manager for Highway Trailer Industries, Incorporated. He will be stationed at Highway's headquarters at 250 Park Avenue, New York. Mr. Gray replaces **Ray Rowitzer**, re-

LET ONE PICKUP or DELIVERY DO THE JOB

Connecting line on L.T.L. and T.L. shipments to all States other than those served by Hancock.

DAILY, direct service between these and many intermediate points



FREIGHT DIVISION - SEeley 3-3737
STEEL DIVISION - Inter Ocean 8-8100
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CLEVELAND, OHIO
SUperior 1-6204

COLUMBUS, OHIO
Hickory 4-2128

CINCINNATI, OHIO
MUlberry 1-3312

ST. LOUIS, MISSOURI
GEneva 6-0171

EVANSVILLE, INDIANA
HARRison 3-1141

INDIANAPOLIS, INDIANA
MElrose 4-6363

DETROIT, MICHIGAN
TAshmoo 5-2530

MILWAUKEE, WISCONSIN
ATlantic 1-8800

WARREN, OHIO
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TRUCKING, INC.

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THIS!**

Safety Wheel Blocks are light, strong, tough because they're **STEEL CASTINGS**. Hold heavy trucks, trailers with ease. Prevent accidents caused by vehicle moving away from dock while loading, unloading. Easy to handle, store. Practically indestructible. Stocked for immediate delivery.

\$12.35 ea.

1-5 Blocks

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6 or more

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Write for illustrated catalog.

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cently appointed general manager of Highway Trailer of California, the firm's West Coast subsidiary . . . **Walter M. Wells, Jr.**, and **John J. McArdle** have joined the Central Gulf Steamship Corporation's Traffic and Sales Division in New York.

L. C. Grant, safety supervisor for Benton Rapid Express, Savannah, has been elected chairman of the Council of Safety Supervisors of the Georgia Motor Trucking Association, Incorporated for 1961. Other new officers: **R. L. Bass**, R. L. Bass, Incorporated, first vice chairman; **E. W. Brown**, Ohio-Southern Express, Incorporated, second vice chairman; **Howard L. Watkins**, Standard Oil Company, secretary; and **George Hodge**, Great Southern Division, Ryder Systems, treasurer.

C. A. "Gus" Millen, a district sales manager for Ringsby Truck Lines, Incorporated, has been promoted to the position of Oakland (Calif.) terminal manager. Millen replaces **Dorman L. Dimmitt**, who has been transferred to Chicago to manage the eastern-most terminal in the 9,000 mile Ringsby System . . . **Hilary Bell** has been appointed regional sales manager for the Trailer Industries, Incorporated. Mr. Bell is responsible for Highway Trailer

sales and distribution programs for the state of Kentucky; central and eastern Tennessee; southern Indiana; and southwestern Ohio.

The New York-New Jersey area is being given a high priority by the Midwest Freight Forwarding Company, currently in the midst of a full-scale reorganization and expansion program. Named district manager for the area: **Raymond E. Martin**.

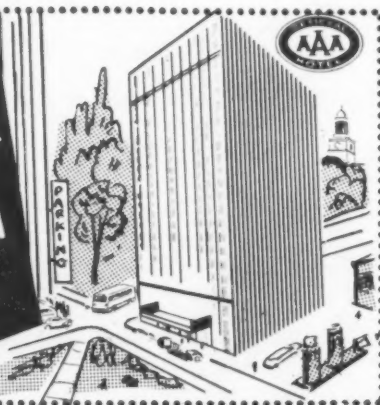
"The position was created to further improve our service to shippers in and around New York City," says **Charles S. Reardon**, Midwest's executive vice president and general manager.

Formerly Chicago terminal manager for Ringsby Truck Lines, Mr. Martin will now oversee all of Midwest's activities in the metropolitan area. The carrier's local base of operations: 111 Marshall Street, Hoboken, New Jersey.

In addition to its New York area changes, Midwest has named **Leonard Palazzo**—a 20 year man—to the post of New England district manager. **Louis J. DiMenna**, meanwhile, has been appointed Midwest's New England sales representative.

J. I. Sanders has been elected Assistant Secretary of East Texas Motor Freight, Dallas. The new ETMF officer will continue to serve as office manager

BIG NEWS!
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in
DOWNTOWN
CHICAGO



Drive right into Chicago—via Outer Drive to Palmolive Beacon—and one block west is Hotel Maryland—AAA Motor Hotel—air-conditioning—TV. New 500 car garage, modern service station. Chicago's favorite theatrical hostelry in the heart of supper clubs and restaurants. Write today—Norman Mayer, General Manager.

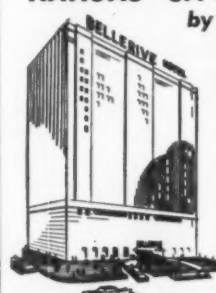
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SPECIAL Family Rates on Request
Kitchenettes, suites, studio apts. available

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Free Parking

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AS WE GO TO PRESS

Air-India will boost its trans-Atlantic jet service from New York to Europe, the Middle East, and India, from three flights weekly to five, beginning May 3.

Peter F. Mahta, the carrier's North American manager, reports the Boeing 707 flights will originate from New York every day, except Monday and Tuesday. New York International Airport departures: 9:45 P. M. Arrival in London: 9:15 the next morning, going on to the continent and Bombay at 11 A. M.

In the midst of a massive expansion and improvement program, the Baltimore Transfer-Motor Freight Express System has purchased 100 up-to-the-minute International trucks. BTMFES GHQ: Baltimore.

Now available to sky shippers: the first international marketing advisory service ever created by an airline. Carrier: Pan American World Airways.

Using the extensive experience of Pan American's personnel, with decades of cargo handling training in the seven continents, the airline has placed the service at the disposal of its thousands of active and potential cargo customers.

The marketing operation is available, without charge, to individuals and companies in all countries served by the sky freight hauler. The service provides, on a global basis, the latest business advice, ranging from overseas marketing situations to current tariffs and currency rates.

"All persons and companies whose businesses involve the transportation of goods between the United States and other countries, now or in the future, are invited to take advantage of this worldwide source of marketing information," emphasizes Willis G. Lipscomb, vice president of the globe-girdling airline.

"Through experience gained in three decades of international cargo transportation, as well as specialized training recently completed, Pan American personnel at 26 cities in the United States and Canada, as well as at 114 important commercial centers in other countries, are ready to answer the marketing problems of thousands of producers, distributors, and buyers throughout the world."

The Ryder System has completed the purchase of all stock in the Columbia Terminals Company, held by the former management of the St. Louis-based trucking

company. The purchase, involving more than \$3 million, gives the Ryder System control of Columbia's subsidiary, Southern Plaza Express, a large motor carrier operating in the Southwest and Midwest.

With the addition of Southern Plaza, Ryder's common carrier division is now serving 21,214 route miles, from 86 terminal points in 16 states. Gross revenues: more than \$50 million a year.



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The quality construction and good design built into every Hansen Tacker assures the user of long, dependable, time-saving performance. Next time you're in the market, insist on Hansen... the lightweight Tackers for heavy weight work.

36 MODELS—80 STAPLE SIZES

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Our 61st Year of Dependable Freight Forwarding Service at Low Cost!

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FASTEST TO BOTH COASTS!

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INDEX TO ADVERTISERS

Associated Truck Lines, Inc.	24
Atlas Traffic Consultants Corp.	33
B & P Motor Express Inc.	28
Bellerive Hotel	34
British Overseas Airways Corp.	25
Calumet Steel Castings Corp.	34
Central Motor Lines, Inc.	5
Consolidated Freightways	6
Cooper-Jarrett Inc.	29
Cushman Motor Delivery Co.	24
Delta Air Lines	2
Denver Chicago Trucking Co., Inc.	2-3
Dunes Hotel & Casino	32
Eastern Express, Inc.	2nd Cover
Gordons Transports Inc.	1
Greyhound Package Express	11
Hancock Trucking, Inc.	33
Hansen Mfg. Co., A. L.	35
Hoover Motor Express, Inc.	12
Hotel Maryland	34
Illinois Tollway	20
Inland Speed-Flo Products	32
Interstate Motor Lines, Inc.	3rd Cover
LaSalle Extension University	20
Lifschultz Fast Freight	35
Mid-States Steel & Wire Co.	21
Midwest Freight Forwarding Co., Inc.	26
National Malleable and Steel Castings Co.	14
Pan American World Airways	18-19
Pilot Freight Carriers, Inc.	13
Ringsby Truck Lines, Inc.	30
Sabena Cargo Receiving Station.....	23
Strickland	12
Victorville-Barstow Truck Lines	24
Watson's Transportation System.....	Back Cover
Wilson Truck Co., Inc.	17

The Advertiser Index is not part of the advertising contract and is published only as reader convenience. This listing is a last-minute procedure, and we cannot assume responsibility for errors or omission.

Purchased by the J.L.S. Transport Corporation: the common stock of Chicago Express, Incorporated. J. L. S. Snead is president and majority stockholder of the corporation making the purchase.

Mr. Snead, a 30-year veteran of motor carrier operations, resigned as President of Consolidated Freightways. He has since been elected president of Chicago Express and has assumed active management of the Kearny (N. J.) based carrier, whose 1959 sales were in excess of \$15½ million.

Chicago Express maintains terminals in Baltimore; Boston; Bound Brook, Kearny, Trenton, N. J.; Brooklyn, Schenectady, Syracuse, N. Y.; Chicago; Cincinnati, Cleveland, Toledo, Ohio; E. Hartford, Conn.; Elkhart, Fort Wayne, Indianapolis, Ind.; Kansas City, St. Louis, Mo.; Philadelphia; Providence, R. I.; Minneapolis.

In making the announcement of the acquisition of Chicago Express—one of the most prominent and successful Eastern-Midwestern carriers—Mr. Snead stresses his confidence in the future of the company and in the motor transportation industry, together with his intention to insure that the organization keeps pace with the demands of the shipping public throughout the broad territory it serves.



J. L. S. Snead

"I am proud to be associated with this fine company and its people," says Mr. Snead. "No changes in personnel are contemplated. Nor are other changes in prospect, except those which may improve service or otherwise contribute to the successful operation of the company."

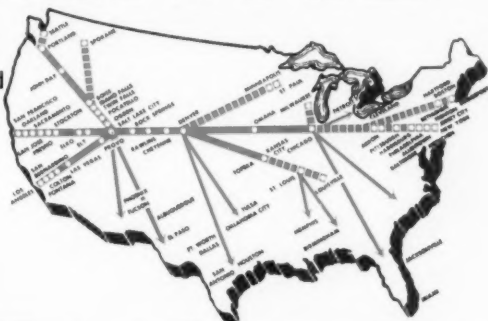
Mr. Snead, one of the nation's foremost motor carrier executives, and active in motor transportation affairs, is a member of the Board of Governors of the Regular Common Carrier Conference of the American Trucking Associations and a past chairman of that group. He is also a member of the Society of Automotive Engineers, past VP for Transportation and Maintenance and past councilor of that organization; a life member and past Vice President of the National Defense Transportation Association; a life member of the American Ordnance Assn.; a Trustee of the ATA Foundation; a Director of the National Safety Council, the Transportation Assn. of America, Transport Indemnity Co., Truck Underwriters Assn., and Standard Insurance Co. of Portland, Oregon; and a Trustee of the San Francisco Bay Area Council and of the Committee for Economic Development.

Global air freight should soar to new heights in '61. So says Sir William P. Hildred, Director General of the International Air Transport Association. "Cargo traffic will rise to 2-1/2 billion tonne-kilometres this year," Sir William predicts. Total in '59: 1,920,000,000 T-Ks.

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By knowing in advance WHEN your shipment will arrive you get security in low inventory. IML's TOTAL SERVICE gives you positive transportation control. With IML's dedicated fast Flyer schedules and instant communications — including a newly-installed TEL-A-Kom system • teletype billing • radio control • electronic data processing and customer service expediting — your freight, regardless of size or frequency of shipments, moves under positive system-wide control.



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